



Minutes City Council Education and Technology Advancement Committee January 16, 2007

Minutes of the Council Education and Technology Advancement Committee held on January 16, 2007, 2:30 p.m., at the Third Floor Conference Room, Tempe, Arizona.

Committee Members Present:

Councilmember Onnie Shekerjian, Chair
Councilmember Barb Carter

City Staff Present:

Tom Canasi, Comm Svcs Mgr
Travis Dray, Deputy Mgr - Recreation
Kate Hanley, TCC Executive Dir
Shelley Hearn, Comm Relations Mgr
Ted Hoffman, Deputy IT Mgr
Gene Obis, Info Tech Mgr
Sheri Partridge, Council Aide
Alex Smith, Econ Dev
Judy Tapscott, Community Services Deputy Mgr
Sheri Wakefield-Saenz, Deputy Comm Dev Mgr
Amber Wakeman, Govt Relations Dir

Guests Present:

Ray Castillo, ASU – Career Services
Eric Emmert, Tempe Resident
Ron Bergez, Tempe Preparatory Academy
Amanda Burke, Arizona State University
Robin Hammond, ASU – Career Services
Emilie Isaacs, Williams & Associates
Barbara Khalsa, Rio Salado Community College
Randy Kimmena, GCC - MCCD
MaryAnn Miller, Tempe Chamber of Commerce
Shirley Miles, Superintendent, TUHSD
Larry Pieratt, Arizona State University
David Shower, Kyrene School District
Lynette Stonefeld, Director, Communities in Schools
Dr. Arthur Tate, Superintendent, Tempe Elementary School District

Councilmember Shekerjian called the meeting to order at 2:30 p.m.

Technology Advancement

Agenda Item #1 – Public Appearances

None.

Agenda Item #2 –Discussion – Strategy to move Work Plan forward

Councilmember Shekerjian distributed the updated Work Plan that was approved by Council and summarized that the final item, "Review new website design" has not yet been approved. Basically, the Committee will start working on the bullets under Item #8 during the Technology Advancement portion of each meeting beginning at 2:30. The Education part will follow at 3:00.

Agenda Item #3 – Sustainability Involvement

Councilmember Shekerjian stated that she and Shelley Hearn met with staff from the College of Sustainability.

Shelley Hearn summarized that "sustainability" deals with ways to look to the future and thinking about what kind of community we want to have for our children and grandchildren.

Councilmember Shekerjian added that they presented the idea of partnering with ASU so that we could take advantage as a City of all the resources they have in sustainability research. They could use the City as a laboratory for some of their research, and we could benefit directly from the research. We could also provide City internship for some of their grad students. A meeting has been scheduled for January 23rd with the Mayor and City Manager to partnership opportunities with ASU to provide that research.

Sheri Wakefield-Saenz added that they specialize in things that are relevant to the desert, such as green buildings, heat island effect, solar, life-sustaining building materials and recycling of building materials.

Councilmember Shekerjian added that the group is only interested in things that are going to be profitable. She added that the Chamber of Commerce might also be interested in that. There have to be incentives for businesses to take this on.

Agenda Item #4 – Real Estate Tool

Sheri Wakefield-Saenz summarized that staff receives many questions about real estate tools. One answer might be to put a database out there with all the real estate available, but we do have a real estate database through Greater Phoenix Economic Council (GPEC) and every real estate group uses it. As an alternative, staff developed a database by zip code of the main question items. In Tempe alone, there are over 26M sq. ft. of industrial space. There are also about 10M sq. ft. of Class A office space, and about 14M sq. ft. of retail space. Currently, Tempe is in single-digit vacancy rates. She added that contact information will be put on the site. We want people to call us because we offer many more resources than just a list of buildings.

There was discussion about the web site, rollout date, and the Co-Star real estate database.

DIRECTION: Councilmember Shekerjian directed staff to bring an update to the next meeting.

Agenda Item #5 – Business Internship Web Tool

Sheri Wakefield-Saenz summarized that this is a web page on the City's main site and it promises to be a valuable tool.

Alex Smith added that this outlines basically what ASU does, and ASU Career Services has provided an Excel spreadsheet with the different contacts. Any ASU student would go to an ASU website first, and then be redirected to these contacts.

There was discussion regarding the infrastructure on the ASU side, general purpose of the website, ASU Career Services, what could be made available for corporations, the opportunity provided to the hiring public to see what internship-focused events are happening on the campus, potential impact of the new minimum wage law, and the opportunity for high school internships.

Councilmember Shekerjian added that the goal is to provide links for businesses to access intern students. Staff should decide what serves this goal better. Once this is determined, she would hope to share this resource with other area municipalities.

DIRECTION: Ray Castillo, ASU, and Alex Smith were directed to meet to fine-tune and provide an update at the next meeting.

Agenda Item #6 –Future Agenda Items

- Real Estate Tool Update
- Update on Business Internship Web Tool

EDUCATION

Agenda Item #1 – Public Appearances

None.

Agenda Item #5 – Career & Education Expo – Randy Kimmens, Dean of Instruction, Glendale Community College

Randy Kimmens, Dean of Instruction, Glendale Community College, provided an overview. A few years ago, they looked at how to do better outreach on the campus, as well as with the high school districts on the west side and educating of parents and students about different career choices.

- Partnered with 11 schools on the west side, with variety of businesses to sponsor the Career Expo which was first held in 2004.
- In 2005, there were 8500 participants with 130 exhibitors and 30 sponsors.
- Mission statement was to have a Career Expo for people "from the womb to the tomb."
- Second expo was held in 2006. It grew to 220 exhibitors and 12,000 participants. Attempted to limit it to high school and adults. A third is planned in 2007
- Focus on career and technical education, assisting people looking for work.
- The 2007 Expo will probably be held at the end of September. Question was how to make it more central, not just on the west side.
- Are open to having one on the west side in odd-numbered years, and on the east side in even-numbered years.

Councilmember Shekerjian suggested having a smaller version for Tempe in the Fall of 2007, and then in 2008 having a larger grouping.

Councilmember Carter asked if the sponsors pick up the lion's share of the costs?

Mr. Kimmens responded that they do. It costs about \$180K to put on an event, with no charge to participants. The stadium provided parking, security, and the facility for about \$9500.

Dr. Shirley Miles asked if they have the arena booked for 2007 and 2008 and what about a centralized location.

Mr. Kimmens responded that the stadium is booked only for 2007. This will be the last year there. It would be great to continue on the west side, but it might be important to look at a central location.

Shelley Hearn asked if they worked with the cities for sponsors. Adding the actual surrounding communities that are looking for firefighters, police officers, etc., would be good.

Mr. Kimmen responded that they were actual exhibitors.

Councilmember Shekerjian asked about a timeline for planning for 2008.

Mr. Kimmens responded that it would important to plan about a year ahead. There's a regular monthly Dean's meeting, and the Career Expo is a running item on the agenda. Anyone could come to that meeting. It is held on the first Wednesday of each month at the District Office from 8:00 a.m. – 12:00 p.m.

Dr. Miles also suggested the Business Relations Council.

Amanda Burke stated that she will talk to ASU.

MaryAnn Miller will talk to the Chamber of Commerce.

Agenda Item #3 – Kid Zone Update

Tom Canasi provided an update for Kid Zone. Kid Zone celebrated its 20th anniversary and has become an award-winning program. It serves about 3600 children annually at 19 different sites. Challenges include:

- Difficulty in attracting and retaining employees. Uses 130 part-time temporary staff, as well as 9 benefited staff at site.
- Continually growing waiting lists.
- Inability to offer competitive wages and benefits to our employees.
- No base adjustment in the last five years and fee structure has not been increased in three years.
- A supplemental budget request is being assembled to address this issue, with the idea of reducing the wait list (currently about 300).
 - Need to provide for a competitive wage package.
 - Need to develop a pay package that takes people through a pay range.
 - Recommend one full-time benefited recruitment person.
 - Need to benefit site managers (out of 19 sites, we have 9 sites with a benefited site manager).
- By Council direction, Kid Zone operates as cost neutral. With this supplemental, we will try to cost-offset the lion's share of the cost associated with it.
- The goal of the program is not to turn children away. There are DES subsidies. There is a gap, however, for those who don't qualify for DES, yet may not be able to afford the program.

Councilmember Carter suggested looking at getting college credit along with the pay for those working at Kid Zone.

Mr. Canasi responded that they have started to work with that, but there are very specific time requirements. We are competing with those who can pay much more. It would average about 20 hours per week. Dr. Tate has let us know that if space is a problem, he will resolve it. We will report back to the committee regarding some technology improvements that will allow us to use automated time clocks and desktops.

Dr. Tate added that students that attend Kid Zone before and after school are better students. They support this important program.

Agenda Item #2 – Inventory Update

Councilmember Shekerjian summarized that those who have partnering opportunities have been asked to provide a list. One of our Work Plan goals is to provide an inventory of all existing partnerships. She asked Tom Canasi to provide the list electronically.

Agenda Item #4 – Discussion – Strategy to move Work Plan Forward

Councilmember Shekerjian summarized:

- Under Item #3, "Promote mock government programs for our students such as Girls State and Boys State", we are in the process of planning with the Governor's Office for a Youth Summit Day on March 1st.

- Under Item #2, "Develop recommended programs from the Mayor's Youth Advisory Commission Report", we are addressing this through our Government Relations Director.
- Looking for possible grant funding for the IB Program. Tom Horne is willing to include it with his initiatives on January 24th and has directed us to talk to some legislators about grant money to provide that. She asked Dr. Miles to attend the meeting with Tom Horne.
- Looking for funds at the federal and state level for Jobs for America's Graduates (JAG). The Governor is currently the national chairman for JAG.
- Looking at the state level for money for the Career Expo and the Bridges Program and asking our federal lobbyists to look at any funds for tutoring in the after school programs through No Child Left Behind (NCLB).

Dr. Miles added that Tempe High School has a committee working on the IB Program as well.

Agenda Item #6 – Update on three districts partnerships – Dr. Shirley Miles

Dr. Shirley Miles provided an update on the three districts' partnerships. The districts work collaboratively in many different areas and the areas encompass all of the departments:

- Transportation – special education transportation to the autism program, the severe needs program. Special supervisor for special needs transportation in each district and they work together.
- Maintenance
- Purchasing
- Technology departments work well together with the transfer of student records.
- Warehousing
- Printing – contract with each other for print shop needs.
- Legal Services – one attorney for all three districts, pro bono.
- Math Articulation for Algebra I, II, Geometry and Honors Geometry.
- Media specialists and librarians meet once a month.
- Fine Arts Articulation meeting
- Tempe Elementary has internet microwave dishes on some of their buildings.
- Teen pregnancy program also includes the elementary students. Students who are part of this program are also included in the transportation program.
- Pilot program for copier repair service was not efficient, so reverted to IKON.
- Looking at partnering with a data management system.

Councilmember Shekerjian stated that partnering between the City and the school districts on purchasing of items is still being considered.

Dr. Miles noted that a partnership with gasoline purchases would be helpful, especially with ASU and all the districts. The districts budget for about a 50% increase every year. Another area would be in paper products.

There was discussion about school buses/City buses and possible opportunities.

DIRECTION: Councilmember Shekerjian asked staff to set up a meeting with Purchasing Department and the three districts as well as ASU.

Councilmember Carter suggested working through Councilmember Ellis' Transportation & Affordable Housing committee as well.

Agenda Item #7 – Announcements

Lynette Stonefield announced:

- Tempe Youth Showcase – Mayor's Youth Advisory Commission is sponsoring a talent show to raise money. Auditions will be held February 7 and 10, open to any youth of any community, from ages 5-18. No tickets will be sold, by donation only. Will be unable to hold it in Tempe.
- Empty Bowls - February 23 at the 6th Street Park and February 24 at the Lake. This is a benefit for the United Food Bank's Kids Café.
- Cinderella Affair – No dates finalized yet. Donations can be dropped off at the TCC office.

Agenda Item #8 –Future Agenda Items

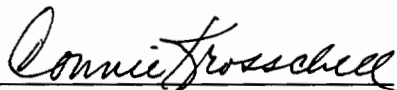
- Reading Program – Tom Canasi
- Bridges Program
- IB Program
- Funding Items

Next meeting will be on February 6, 2007.

Meeting adjourned at 4:10 p.m.

Prepared by: Connie Krosschell

Reviewed by: Shelley Hearn



Connie Krosschell
Acting City Clerk